Expand Your News Media Coverage with LexisNexis

With over 3M global news articles published every 24-hours, not only is it important to understand your brand’s share of voice is compared to the rest of your market, but also tracking how it’s performing over time and understanding what trends with your target market may be working for or against you.

Now, NetBase Quid® customers can leverage the full flexibility and power of analytics in the NetBase product on a significantly expanded, high quality news media dataset from LexisNexis. With more than a billion indexed news articles and NetBase Quid’s proprietary artificial intelligence, your time to insight is reduced exponentially.

Make Smarter, Faster, Data-Driven Business Decisions

Consolidate fragmented media monitoring into a single platform for faster, smarter decision making for your most critical business decisions. Integrate the LexisNexis premium news feed into your existing NetBase subscription to track 21x more news sources including online news content, full text articles, and stories hidden behind paywalls.

The breadth and sophistication of the analytics in the NetBase product enables users to slice and dice data by a range of metrics and filters, including sentiment. Analyze news media coverage and social media engagement side by side in the same product for real-time consumer and market intelligence.

Gain a Competitive Edge

The coverage and quality of LexisNexis news media data combined with existing NetBase social media analytics gives your brand a competitive edge. Real-time analysis of high-quality news media coverage combined with social media coverage and engagement provides unprecedented visibility into your brand, your competition and your market.
Be confident you won’t miss a story, trend, or insight. Quality coverage from key news media sources, including full text and behind the paywall content gives you more coverage than ever before. This ensures the highest story/mention count for your brand. Advanced filters and flexible reporting delivers visibility across the entire company for brand management, crisis response, and trending news topics without the need to jump between multiple products to pull all your data together.

**KEY FEATURES**

**Access to LexisNexis global language news coverage**
- Global language news from 200+ countries sourced from 100k+ news sources in 96 languages
- 20K+ licensed news sources from top tier web and print sources
- (example sources: Reuters, PR Newswire, Bloomberg, CNN, Politico)
- 12K+ local, national, and international print sources (example print sources:

**Significantly expanded integrated news and blogs dataset**
- 21X more news documents available versus existing news coverage
- 3M articles indexed daily across premium news, and non-English news from NetBase
- Includes complete domain coverage, full text, and paywalled content
- Captures all syndicated posts to compute your brand’s true reach
- 27 months of historical news articles
- Unlimited mentions

**Advanced filtering, dashboarding, alerting, reporting**
- Track Potential Impressions and Reach
- Advanced Boolean filters in topics, analysis, and themes to fully leverage news media:
  - Source Category (ex. National & International, Local)
  - Genre (ex. Press Release, Interview)
  - Quality (ex. Top Tier, Mid Tier & Niche publications)
- Plus additional filters for entities, topic groups (ex. Lifestyle), and subjects (ex. Fashion)
- Real-time alerting notification of emerging trends
- Flexible reporting empowers the entire company
NetBase Quid® provides access to over 100K news media sources and over 22M blogs via the Lexis Nexis news feed for the deepest media and market intelligence.

Below is a sample of sources.

**PR NEWS**
- AP (Associated Press)
- Open PR
- PR Newswire
- PR Web
- Reuters
- Yahoo! News

**NATIONAL/BROADCAST NEWS**
- ABC News
- CBS News
- CNBC
- CNN
- Huffington Post
- FOX News
- MSN
- MSNBC
- Newsweek
- USA Today
- US Weekly Online
- Yahoo! News

**NATIONAL/LOCAL NEWS**
- Boston Globe
- Boston Herald
- Chicago Daily Herald
- Chicago Sun Times
- Chicago Tribune
- Charlotte Observer
- Dallas Morning News
- Detroit News
- Detroit Free Press
- Houston Chronicle
- Los Angeles Times
- Miami Herald
- Minneapolis Star Tribune
- New York Post
- New York Times
- San Diego Union Tribune
- San Francisco Chronicle
- Seattle Times
- Washington Examiner
- Washington Post
- Washington Times
# INTERNATIONAL NEWS

- Al Jazeera
- BBC
- Brasil Econômico (Brasil)
- Channel NewsAsia
- Die Welt (Germany)
- El Espectador (Colombia)
- El País (Spain)
- The Guardian
- Indian Express
- India Today
- Irish Mirror
- Irish Times
- Irish Examiner
- Japan Times
- Le Figaro (France)
- Le Monde (France)
- London Evening Standard
- Mail Online UK
- Melbourne Age
- Metro UK
- The Mirror
- New Zealand Herald
- Nikkei
- PR Newswire European
- Sydney Morning Herald
- The Independent
- Times of India
- Telegraph

# BUSINESS AND FINANCE NEWS

- American Banking News
- Bloomberg
- Business Insider
- Economic Times
- Financial Buzz
- Forbes
- FOX Business
- Motley Fool
- Nasdaq
- The Nikkei
- TheStreet.com
- Markets Daily
- Morningstar
- TechCrunch
- Yahoo! Finance
- ZDNet

# SPORTS AND ENTERTAINMENT NEWS

- Billboard
- Bleacher Report
- CBS Sports
- ESPN
- Fox Sports
- NBC Sports
- People
- Rolling Stone
- Sport Illustrated
- Sporting News
- Yahoo! Entertainment
- Yahoo! Sports
- Washington Times
About Us

NetBase Quid® delivers AI-powered consumer and market intelligence to enable business reinvention in a noisy and unpredictable world. Our platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering brand, agency, and consulting services customers to make smart, data-driven decisions accurately, quickly, and efficiently.

We are the trusted partner of Ogilvy, T-Mobile, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG, and The New York Times.

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